Content is Dead; Long-Live Content!

Xie, L.; Shamma, D.A.; Snoek, C.

DOI
10.1145/2393347.2393355

Publication date
2012

Document Version
Final published version

Published in
MM’12 : the proceedings of the 20th ACM international conference on multimedia, co-located with ACM Multimedia 2012, October 29-November 2, 2012, Nara, Japan

Citation for published version (APA):

General rights
It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations
If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: https://uba.uva.nl/en/contact, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.

UvA-DARE is a service provided by the library of the University of Amsterdam (https://dare.uva.nl)

Download date:20 Aug 2022
Content is Dead; Long-live Content!

Panel Organizers:

Lexing Xie  
Australian National University  
lexing.xie@anu.edu.au

David Ayman Shamma  
Yahoo! Research  
aymans@acm.org

Cees Snoek  
University of Amsterdam  
cgmsnoek@uva.nl

Categories and Subject Descriptors: H.3.1 [Information Storage and Retrieval]: Content Analysis and Indexing; I.5.0 [Pattern Recognition]: General—multimedia

General Terms: Design, Implementation

Keywords: multimedia content, context, social

Panel Overview

Multimedia content analysis has always held a major research role in the ACM Multimedia research community. Ten years ago, at ACM MM 2002, a panel debated on “Media Semantics: Who Needs It and Why?” [2] Today, the answer is obvious. Multimedia content analysis has burgeoned on a foundation of machine learning and data-intensive algorithms, and has influenced many recent applications, from finding faces to augmenting reality.

The past decade has brought new paradigms in media semantics such as tagging, social networks, location-based services and mobility or SoLoMo as it is often abbreviated. This is the time to ask how much, and in what ways do these changes shift the foundations of content analysis – how is having such rich metadata narrowing the well-known sensory gap [3] between media capture and real-world experience, or does it narrow the semantic gap [3] between automatic understanding and user interpretation? What do emerging approaches and paradigms – search and annotation in social information networks, crowd-sourced content tagging – mean for the future of content analysis in general? Is multimedia content analysis in its traditional legacy still a valid area of inquiry? Does the use and analysis of media need to be cast in new lights in order to maintain relevant for emerging modes of media sharing?

This panel hosts senior experts from academia and the major industry Internet principals to debate whether content can continue to play a role in multimedia research and address utility and direction of content analysis in the age of social media. The title of this panel is inspired by a debate in the world-wide-web community in 2010 [1].

A list of questions that will be posed to the panel include:

- What has been the biggest change in multimedia content analysis over the past ten years?
- Is multimedia content analysis in its traditional legacy still a valid area of inquiry?
- Should emerging modes of media creation, use and sharing change how content analysis problems are posed and solved?
- What are the two most important and fundamental multimedia questions for the next ten years?
- How does the tool (Twitter vs Instagram vs Email vs etc) change the perceived semantics of the multimedia?
- Content …really? Do we still need it at all or is SoLoMo sufficient?
- What changes does content analysis need, if any? Should we now bifurcate into content semantics and context semantics?
- What other signals, aside from content and SoLoMo, should be added into multimedia research in the next 5 years?

References